



**Membership Plan of Action 2011-2012**  
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2011-2012 Department Presidents' theme: *“Libraries of Love for our Veterans”*

2011-2012 Department Membership Theme: *“Honoring Their Service”*

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**Purpose:** To oversee and support the Department of Wisconsin Units in their efforts to Retain and Recruit a diverse, active membership.

- Through Mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase”. (**WIG** – Wildly Important Goal)
- Retain and Recruit members by “Honoring our Veterans by Engaging the American Legion Family in Service not Self for God and Country”.
- Promote benefits of membership in the American Legion Auxiliary.
- Encourage District and Unit Membership Chairmen to coordinate their membership program with the aims and purposes of the organization.

**Department of Wisconsin Membership Goal:** For our Department of Wisconsin Units to maintain and grow beyond their 2011 membership totals as of August 1, 2011. Together we will work on stopping the Largest Women’s Patriotic Organizations membership slide, through our focus on the Auxiliary’s Mission Outreach programs, and engaging members in meaningful opportunities to participate.

**Department Goals:**

- Goal 1** – Early Edition Award to Units and Counties 100% by September 16, 2011
- Goal 2** – Reading Room Award to Units and Counties 100% by December 1, 2011
- Goal 3** – Due Date Award to Units and Counties 100% by January 26, 2012
- Goal 4** – Late Fees Waived Award to Units and Counties 100% by March 1, 2012

**National Milestones:**

- Milestone 1** – Department reaching 55% by October 6, 2011
- Milestone 2** – Department reaching 70% by February 2, 2012
- Milestone 3** – Department reaching 85% by April 5, 2012
- Milestone 4** – Department reaching 100% by July 30, 2012

**Objective 1:** Engage to retain current members

Action Steps:

- a. Don’t let our members slip through the cracks, involve them in Organizing, supporting, and volunteering for Unit activities.
- b. Recognize all members for their volunteer and support contributions; serving as a chairman or officer, preparing food, organizing events, volunteering at VA facilities, and collecting items for donations to our Veterans and their families.
- c. Ensure a positive experience for all members:
  - i. Be welcoming, kind, respectful and civil to members of all ages and backgrounds.
  - ii. Be open to new and different ideas.
  - iii. Encourage personal contact with all members at the Unit Level, call invite members to your meetings and events.
  - iv. Promptly and positively address conflict and disagreements.
  - v. Always demonstrate “Service Not Self” in all activities and interaction with others.
- d. Use engagement tools provided in the National Membership Toolkit (available on the Wisconsin Website under Membership) and ensure all Units have access to all membership resources.



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## **Objective 2: Attract new members**

### **Action Steps:**

- a. Increase the Auxiliary's visibility in the community.
  - i. Create a "**Honoring their Service**" wall of fame at your locations where your meeting and events are held
  - ii. Become a community center by raising the activity level of community involvement in ALA programs that will encourage responsible, active citizenship with total support of our military service members and their families.
  - iii. Join with service/community-based organizations to participate in ALA projects such as welcome home/deployment events, support of active-duty families and providing service that may include plumbing, carpentry, childcare, etc for families of those deployed.
  - iv. Volunteer at schools, giving flag demonstrations, Americanism training and serving as mentors with a special emphasis on military children and the issues they face with deployments and transfers. Always wear your ALA uniforms, badges and pins so they know that you belong to this great organization.
- b. Identify recruitment target groups such as military families, Girls State alumnae, local colleges, and women who influence other women.
- c. Ensure the Auxiliary is appealing to new members:
  - i. Share the benefits and value of belonging, such as Member Benefits
  - ii. Demonstrate Service Not Self in all activities and interaction with others.
- d. Provide a positive new member experience:
  - i. Contact new members within 30 days of application.
  - ii. Learn how a new members wants to be involved and invite her to participate in Unit sponsored activities.
  - iii. Assign a buddy or mentor to each new member
  - iv. Solicit and be open to new and different ideas.
  - v. Offer a variety of meaningful volunteer opportunities in which new members can participate, at times convenient to them, to support/deliver the Auxiliary's mission.
  - vi. Recognize new members for any and all contributions.
  - vii. Promptly address and resolve conflicts in a positive manner.

### **Resources:**

1. American Legion Auxiliary Unit Handbook
2. Department of Wisconsin Red Book
3. American Legion Auxiliary National website at: [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
4. American Legion Auxiliary Wisconsin website at: [www.amlegionauxwi.org](http://www.amlegionauxwi.org)